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PATENT

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Applicant(s) : Hager et al.
Serial No. : 09/771,362
Filed : January 26, 2001
Title : CONSUMER SHOPPING TOOL TO AUGMENT RETAIL SALES
Docket No. : 444800-032

Assistant Commissioner for Patents
Washington, D.C. 20231

Sir:

POWER OF ATTORNEY

All right, title, and interest in the above-identified patent application has been assigned to Display Edge Technology, Ltd., from the inventors, **Jonathan M. Hager; Kenneth W. Kayser; Kenneth M. Kiplinger; and Timothy B. Honeck**, by the Assignment filed in the above-identified application (a copy of which is attached hereto).

The undersigned, as President, COO of Display Edge Technology, Ltd., has reviewed the evidentiary documents for the above-identified patent application and hereby certifies that to the best of his knowledge and belief, all right, title, and interest in and to the above-identified application is in the name of Display Edge Technology, Ltd., the party seeking to take this action.

On behalf of Assignee and owner of the above-identified U.S. patent application, by assignment, Display Edge Technology, Ltd. hereby appoints:

Mark P. Levy	Reg. No. 27,922
Theodore D. Lienesch	Reg. No. 28,235
Douglas E. Erickson	Reg. No. 29,530
David A. Mancino	Reg. No. 39,289
Michael J. Nieberding	Reg. No. 39,316
John M. Mueller	Reg. No. 44,248
Steven J. Elleman	Reg. No. 41,733
John F. Kane	Reg. No. 44,815

as its attorneys with full power of substitution and revocation, to transact all business in the U.S. Patent and Trademark Office connected therewith.

Address all correspondence and telephone calls to:

Mark P. Levy, Esq.
Thompson Hine & Flory LLP
2000 Courthouse Plaza NE
P.O. Box 8801
Dayton, Ohio 45401-8801
Telephone: (937) 443-6949
Facsimile: (937) 443-6635

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I, Ron Earley, declare that all statements made herein of my own knowledge are true, and that all statements made on information and belief are believed to be true; and further, that the statements are made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001, Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Display Edge Technology, Ltd.

Date: 3/28/01

By: Ronald E. Earley
Ron Earley
Title: President / COO
President, COO

173122



UNITED STATES DEPARTMENT OF COMMERCE
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THOMPSON HINE & FLORY LLP
MARK P. LEVY
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DAYTON, OH 45401-8801

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RECORDATION DATE: 04/18/2001

REEL/FRAME: 011718/0918

NUMBER OF PAGES: 6

BRIEF: ASSIGNMENT OF ASSIGNEE'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNEE:

HAGER, JONATHAN M.

DOC DATE: 02/16/2001

ASSIGNEE:

KAYSER, KENNETH W.

DOC DATE: 02/16/2001

ASSIGNEE:

KIPLINGER, KENNETH M.

DOC DATE: 02/14/2001

ASSIGNEE:

HONECK, TIMOTHY B.

DOC DATE: 02/22/2001

ASSIGNEE:

DISPLAY EDGE TECHNOLOGY, LTD
2730 INDIAN RIPPLE ROAD
DAYTON, OHIO 45440

SERIAL NUMBER: 09771362

FILING DATE: 01/26/2001

PATENT NUMBER:

ISSUE DATE:

011718/0918 PAGE 2

SEDLEY PYNE, PARALEGAL
ASSIGNMENT DIVISION
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04-27-2001

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OMB 0651-0027

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Conveying Party(ies)

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Month Day Year

Name (line 1) Jonathan M. Hager 2/16/01

Name (line 2)

Second Party

Name (line 1) Kenneth W. Kayser Execution Date
Month Day Year

Name (line 2)

Receiving Party
 69771362

Mark if additional names of receiving parties attached

Name (line 1) Display Edge Technology, Ltd. If document to be recorded
is an assignment and the
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domiciled in the United
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of a domestic
representative is attached.
(Designation must be a
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Name (line 2)

Address (line 1) 2730 Indian Ripple Road

Address (line 2)

Address (line 3) Dayton City OH State/Country 45440 Zip Code

Domestic Representative Name and Address

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Mail documents to be recorded with required cover sheet(s) information to:
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Correspondent Name and Address

Area Code and Telephone Number **(937) 443-6949**

Name **Mark P. Levy**

Address (line 1) **Thompson Hine & Flory LLP**

Address (line 2) **P.O. Box 8801**

Address (line 3) **Dayton, OH 45401-8801**

Address (line 4)

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Application Number(s) or Patent Number(s)

Mark if additional numbers attached

Enter either the Patent Application Number or the Patent Number (DO NOT ENTER BOTH numbers for the same property).

Patent Application Number(s)

09/771,362

Patent Number(s)

If this document is being filed together with a new Patent Application, enter the date the patent application was signed by the first named executing inventor.

Month **Day** **Year**

Patent Cooperation Treaty (PCT)

Enter PCT application number
only if a U.S. Application Number **has not been assigned.**

PCT

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Number of Properties

Enter the total number of properties involved.

1

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41): \$ **40.00**

Method of Payment:
Deposit Account

Enclosed Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

20-0809

Authorization to charge additional fees:

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Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Mark P. Levy

Name of Person Signing

Signature

4-16-01

Date

RECORDATION FORM COVER SHEET
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Conveying Party(ies)

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Enter additional Conveying Parties

Name (line 1)

Kenneth M. Kiplinger

Execution Date
Month Day Year

2/14/01

Name (line 2)

Execution Date
Month Day Year

2/22/01

Name (line 1)

Timothy B. Honeck

Name (line 2)

Execution Date
Month Day Year

2/22/01

Name (line 1)

Execution Date
Month Day Year

2/22/01

Name (line 2)

Receiving Party(ies)

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Enter additional Receiving Party(ies)

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Name (line 2)

Address (line 1)

Address (line 2)

Address (line 3)

City

State/Country

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States, an appointment of a
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Assignment.)

Name (line 2)

Address (line 1)

Address (line 2)

Address (line 3)

City

State/Country

Zip Code

Application Number(s) or Patent Number(s)

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Patent Application Number(s)

Patent Number(s)

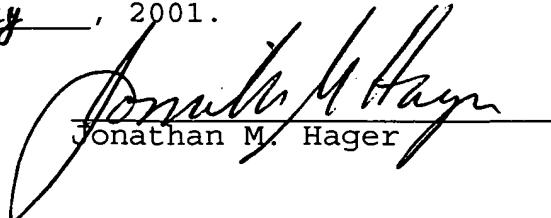
ASSIGNMENT

WHEREAS, **Jonathan M. Hager**, of the City of Roanoke, and State of Virginia; and **Kenneth W. Kayser**, of the City of Roanoke, and State of Virginia; **Kenneth M. Kiplinger**, of the City of Tipp City, and State of Ohio; and **Timothy B. Honeck**, of the City of Brentwood, and State of Tennessee invented certain new and useful **CONSUMER SHOPPING TOOL TO AUGMENT RETAIL SALES** (Docket No. 444800-032) for which I/we executed an application for letters patent of the United States;

AND WHEREAS, **Display Edge Technology, Ltd.**, a corporation of the State of Ohio, with a place of business at 2730 Indian Ripple Road, Dayton, Ohio, hereinafter called the Assignee, is desiroüs of acquiring the entire right, title and interest in and to said application and the inventions therein disclosed and any letters patent that may issue thereon;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other valuable consideration, receipt whereof is hereby acknowledged, I/we hereby sell, assign and transfer unto said Assignee, its successors and assigns, the entire right, title and interest in and to said application and any divisions or continuations thereof, and the inventions therein disclosed, and any improvements thereon, and any patent or patents that may be issued or reissued thereon, and I/we hereby authorize and request the Commissioner of Patents and Trademarks to issue any letters patent thereon, and reissues thereof, to said Assignee, its successors and assigns; and I/we hereby authorize said Assignee, its successors and assigns, to file in its own name applications for patent in foreign countries in connection with the inventions hereby transferred, under the International Convention claiming the priority of said United States application or otherwise, and to secure in its own name the patent or patents issued thereon; and I/we hereby agree that, upon request, I/we will sign all papers, and make all rightful oaths, and do all acts which said Assignee, its successors or assigns, may consider necessary in connection with said United States application, and in connection with any other United States or foreign applications that may be filed in connection with said inventions, and with any improvements thereon, and in connection with any patents issued or reissued thereon.

IN TESTIMONY WHEREOF, I hereunto set my hand and
seal this 16 day of FEBRUARY, 2001.

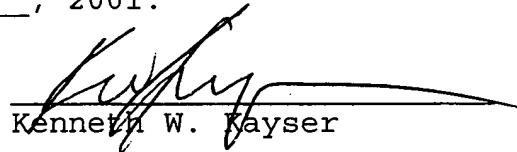

Jonathan M. Hager

STATE OF VA)
COUNTY OF ROANOKE) ss

On this 16 day of Feb, 2001,
before me a Notary Public in and for the above County and
State, personally appeared the above named **Jonathan M.**
Hager, personally known to me, and acknowledged the
execution of the foregoing assignment as a free act and deed
for the purpose herein set forth.


Elizabeth Liddy
Notary Public

IN TESTIMONY WHEREOF I hereunto set my hand and
seal this 16th day of Feb, 2001.

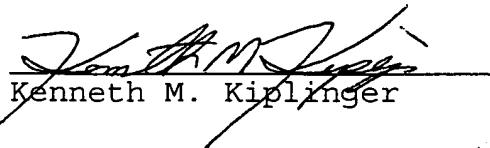

Kenneth W. Kayser

STATE OF VA)
COUNTY OF ROANOKE) ss

On this 16 day of Feb, 2001,
before me a Notary Public in and for the above County and
State, personally appeared the above named **Kenneth W.**
Kayser, personally known to me, and acknowledged the
execution of the foregoing assignment as a free act and deed
for the purpose herein set forth.


Elizabeth Liddy
Notary Public

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this
14 day of February, 2001.


Kenneth M. Kiplinger

STATE OF Ohio)
COUNTY OF Montgomery) ss

JAMES E. MARIK, Notary Public
In and for the State of Ohio
My Commission Expires Jan. 4, 2005

On this 14 day of February, 2001,
before me a Notary Public in and for the above County and
State, personally appeared the above named **Kenneth M.**
Kiplinger, personally known to me, and acknowledged the
execution of the foregoing assignment as a free act and deed
for the purpose herein set forth.


James E. Mauk
Notary Public

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this
22 day of February, 2001.


Timothy B. Honeck

STATE OF Tennessee)
COUNTY OF Rutherford) ss

On this 22nd day of February, 2001,
before me a Notary Public in and for the above County and
State, personally appeared the above named **Timothy B.**
Honeck, personally known to me, and acknowledged the
execution of the foregoing assignment as a free act and deed
for the purpose herein set forth.


Mary R. Feldhausen
Notary Public